

# THIS WORLD AIDS DAY, WE CONTINUE TO



## Why are we continuing to "Get Loud"?

The short answer is that we still have work to do.

In 2020, we created Get Loud Louisiana, a community-centered campaign and five-year strategy to end the HIV epidemic in our state. It was a fresh initiative to bring all of Louisiana together to strategize about how to end the HIV epidemic. While there is no one solution, we settled on a few ideas to get us going in the right direction:

- We wanted everyone to start talking more about HIV, sexually transmitted infections (STIs), hepatitis C and sexual health.
- We wanted to break down the stigma and misconceptions that surround HIV, STIs and hepatitis C.
- We wanted to lift up the voices of those who are living with HIV and those who are impacted — and make sure they are the ones leading the way forward.

Learn more at [GetLoudLouisiana.org](http://GetLoudLouisiana.org).

## What do we mean by "Ending the Epidemic"?

Many community leaders across the United States are calling for an end to the HIV epidemic in their cities, their counties and their states through the development of Ending the HIV Epidemic (ETE or EHE) plans. We now have the tools to effectively do just that — PrEP (pre-exposure prophylaxis), which allows people to remain HIV-negative, much-improved medications that allow people living with HIV to enjoy the same life expectancy as people without, and scientific proof that Undetectable=Untransmittable (U=U) allows people living with HIV to prevent the transmission of HIV to intimate partners. We are in a position to create ambitious and bold plans to improve health outcomes for all people living with and vulnerable to HIV, reducing its impact and bringing new infections below epidemic levels.

As of June 30, 2022, a total of 22,596 persons were living with HIV (PLWH) in Louisiana. Of these individuals, 11,056 persons (49%) have an AIDS diagnosis. In 2020, Louisiana ranked 4th in the nation for HIV case rates and 11th in the number of estimated HIV cases.



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## How can I get involved?

You can get involved by lifting your voice to **End the HIV Epidemic**.

This toolkit was created to assist community members and partners of the STD/HIV/Hepatitis Program in participating in our World AIDS Day 2022 Campaign. In this kit, you will find the following:

- Social Media Guide
- Fact Sheets
- Wear Red Day
- World AIDS Day Events
- Get Loud Louisiana Talking Points



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# SOCIAL MEDIA GUIDE

Now is the time to "Get Loud Louisiana" (GLL) and End the HIV Epidemic! Louisiana has endured long enough and we are using our voices, power, and resources to fight against HIV. One valuable tool we will be using to amplify our message to the communities in Louisiana is social media.

This guide will provide you with "easy to grab" content to customize for your region and audience. We encourage you to make these posts personal for your community to digest the content with ease. Also, take a shot at creating your own post — remember, you know your community best! We would like these posts to be as engaging as possible to educate Louisiana residents about the HIV epidemic.

## Statistics Posts

- In 2021, 903 new HIV cases were diagnosed in Louisiana. #GetLoudLouisiana #EndingtheEpidemic #StarttheConversation
- In 2021, there are over 1 million Americans living with HIV in the United States. #GetLoudLouisiana #EndingtheEpidemic #StarttheConversation
- Louisiana ranked 4th in the nation for HIV case rates in 2020, with Baton Rouge in 7th and New Orleans in 9th among metropolitan areas. #GetLoudLouisiana #EndingtheEpidemic #StarttheConversation

## Community-Facing Posts

- Louisiana is still getting loud about Ending The HIV Epidemic! Don't be silent; share your voice and find out how to get involved at [GetLoudLouisiana.org](http://GetLoudLouisiana.org)
- Did y'all hear that? It was us GETTING LOUD about getting tested for HIV. It literally only takes a minute in some places. Go to [www.lahhub.org](http://www.lahhub.org) to see where to get tested.
- What's louder than crunching on crab legs? Us, ending the HIV Epidemic with your help. Visit [GetLoudLouisiana.org](http://GetLoudLouisiana.org) to find out how.
- Second-line down our comment section and leave an instrument emoji. We are getting loud and Ending The HIV Epidemic! [GetLoudLouisiana.org](http://GetLoudLouisiana.org)

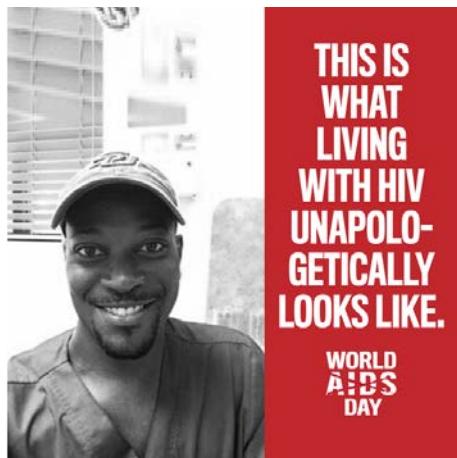


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# GET LOUD! Louisiana!

## SOCIAL MEDIA GUIDE



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# GET LOUD! Louisiana!

## FACT SHEETS

Show your Support for People Living with HIV

World AIDS Day December 1

#RockTheRibbon

### Around the World

 In 2021, an estimated **38 million** people were **living with HIV**.

 Since the start of the epidemic, an estimated **40.1 million** people have **died from an AIDS-related illness**.

 An estimated **1.5 million** people were **diagnosed with HIV** in 2021, a **32% decrease** since 2010.

### HIV & AIDS in the United States

- There are over 1 million Americans living with HIV.
- In 2020, nearly 31,000 people were diagnosed with HIV.
- In 2020, over 14,000 people were diagnosed with AIDS.

**The HIV epidemic affects some groups of people more than others, including:**

 **Black & Hispanic/Latinx People**

 **Gay & Bisexual Men**

 **Persons Living in the Southern United States**

**There are many factors that contribute to a person's risk for HIV and their overall health. Some of these factors include:**

 **Education**

 **Access to Healthcare**

 **Stigma & Discrimination**

 **Employment**

 **Supportive Family & Community**

 **Safe & Stable Housing**

**Finding ways to make sure people can access quality health services is important for the health of all people.**

SOURCES: Centers for Disease Control and Prevention; UNAIDS

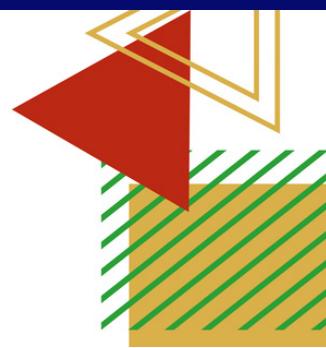
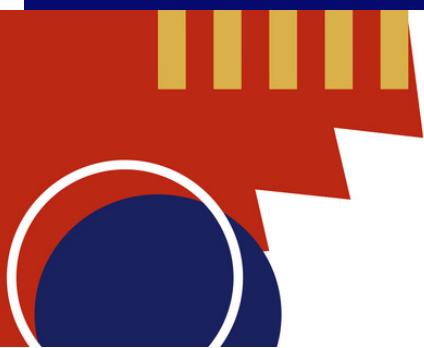
Downloadable fact sheets can be found at [www.getloudlouisiana.org](http://www.getloudlouisiana.org)

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## FACT SHEETS



### HIV and AIDS in Louisiana



In 2021 there were **903 new HIV diagnoses in Louisiana**.

It is estimated that **1 in 6** people living with HIV in Louisiana are **undiagnosed** and **do not know their HIV status**.





In 2021, there were **22,326 people living with HIV in Louisiana**.  
Over half of people living with HIV had a prior **AIDS diagnosis**.

**Among persons living with HIV in 2021...**



**2 in 3 were Black**

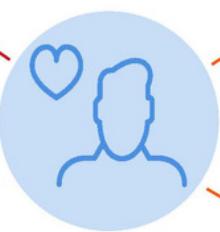


**70% were male**



**Over half were over 45 years old**

#### How YOU can prevent HIV transmission:



- If you are living with HIV, **take your HIV medicine** to stay healthy & reduce the risk of passing HIV on to a partner.
- Know your status and your partner's status. **Get tested for HIV.**
- Avoid sharing needles and other injecting equipment.
- If you are HIV-negative, ask your doctor about **PrEP**. **The daily pill to prevent HIV.**
- Use **condoms** correctly every time you have oral, anal, or vaginal sex.
- Get tested and treated** for other sexually transmitted diseases (STDs).

For more information on HIV and testing locations near you visit: [lahub.org](http://lahub.org)

Downloadable factsheets can be found at [www.getloudlouisiana.org](http://www.getloudlouisiana.org)



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**#IWEARREDBECAUSE  
#GETLOUDLOUISIANA**



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## EVENTS

For more events, visit [lahhub.org/worldaidsday](http://lahhub.org/worldaidsday)



**December 1st, 2022 | 9:30am**

St. Anna's Episcopal Church  
1313 Esplanade Ave

Join the faith-based community in raising awareness about HIV

Doreen Keeler-Tollerson 504.821.2601 X1006  
[Doreen.Tollerson@crescentcare.org](mailto:Doreen.Tollerson@crescentcare.org)



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COMPREHENSIVE  
CARE CENTER of SW LA  
compassion • kindness • respect

**Putting Ourselves to the Test:**  
Achieving Equity to End HIV

**Annual World AIDS Day Commemoration Event**

Thursday, December 1  
Time: 10:00am-4:00pm  
Commemoration Program will begin at 12pm  
Location: 425 Kingsley St.

Encouraging & Empowering people to unite globally to eliminate the disparities and inequities that create barriers to HIV testing, prevention, and access to HIV care. Confronting the inequalities that are impeding the fight to eradicate AIDS.

**Music, Food, & More!**

- Vaccines
- Harm reduction information and kits including Kloxxado
- Testing for HIV
- Music
- Gumbo
- Door prizes
- WAD commemoration program
- Art walk/silent auction

**December 1st, 2022 | 10am-4pm**  
Comprehensive Care Center of SW LA  
425 Kingsley St, Lake Charles, LA 70601



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The poster features a black background with a grid of logos at the top: a blue circle with a white outline, a red speech bubble with yellow vertical stripes, a red triangle with a yellow outline, and a yellow square with green diagonal stripes. Below these are five smaller logos: a green shield with a white border, a white circle with a blue and green design, a blue shield with a red and yellow design, a white circle with a yellow and blue design, and a blue shield with a white and yellow design. An oval logo for 'ONYX' is also present. The text 'WORLD AIDS DAY VIGIL' is in large red letters, with 'DECEMBER 1, 2022' in a smaller red box below it. The text 'JOIN US AS OUR COMMUNITY COMES TOGETHER TO HONOR EVERYONE LOST TO HIV, SUPPORT THOSE STILL HERE FIGHTING & REDEDICATE OURSELVES TO THE WORK STILL LEFT AHEAD. ALL ARE WELCOME TO ATTEND.' is in white. Below this, a cluster of lit candles is shown. The text '6:30PM GATHER ON THE NEUTRAL GROUND AT ELYSIAN FIELDS AND N. RAMPART' is in white. The text '6:45PM CANDLELIT PROCESSION TO THE AIDS MEMORIAL IN WASHINGTON SQUARE' is in white. The text '7-7:30PM CANDLELIT VIGIL WITH GUEST SPEAKERS.' is in white. A large red AIDS ribbon is on the right. The text 'SPONSORED BY' is above the Phoenix logo, which features a stylized figure. The text 'This event is brought to the community by: the CrescentCity Leathermen, the Big Easy Sisters of Perpetual Indulgence, Onyx, the Lords of Leather, the Renegade Bears of Louisiana & NOLA Pups and Handlers' is at the bottom.

WORLD AIDS DAY VIGIL  
DECEMBER 1, 2022

JOIN US AS OUR COMMUNITY COMES TOGETHER  
TO HONOR EVERYONE LOST TO HIV,  
SUPPORT THOSE STILL HERE FIGHTING  
& REDEDICATE OURSELVES TO THE WORK STILL LEFT AHEAD.  
ALL ARE WELCOME TO ATTEND.

6:30PM GATHER ON THE NEUTRAL GROUND  
AT ELYSIAN FIELDS AND N. RAMPART

6:45PM CANDLELIT PROCESSION TO THE  
AIDS MEMORIAL IN WASHINGTON SQUARE

7-7:30PM CANDLELIT VIGIL WITH GUEST  
SPEAKERS.

SPONSORED BY

PHOENIX

This event is brought to the community by:  
the CrescentCity Leathermen, the Big Easy Sisters of Perpetual Indulgence, Onyx,  
the Lords of Leather, the Renegade Bears of Louisiana & NOLA Pups and Handlers

**December 1, 2022**

700 Elysian Fields Ave, NOLA 70117

6:30 pm Meeting at Elysian Fields  
and N Rampart,

6:45 pm Walking to the AIDS  
Memorial,  
7:00 pm Candlelit Vigil with Guest  
Speakers



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## EVENTS

For more events, visit [lahhub.org/worldaidsday](http://lahhub.org/worldaidsday)

**Friday, December 2, 2022**

**7:00 PM – 10:00 PM**

**Cary Saurage Community Arts Center**

**Baton Rouge, LA**



**Food ♦ Entertainment ♦ Education  
Health Fair ♦ Whole Person Fair**

**Register to celebrate your friends  
and family THRIVING with HIV at:  
<https://HIV365.eventbrite.com>**



**Scan Me!**

**December 2nd, 2022 | 7-10pm**

**Cary Saurage Community Arts Center  
231 St Ferdinand St, Baton Rouge, LA 70802**

Join the Baton Rouge Ending the HIV Epidemic Commission for HIV 365,  
a party celebrating People Living With HIV as whole and unique individuals,  
in all of our complexities!



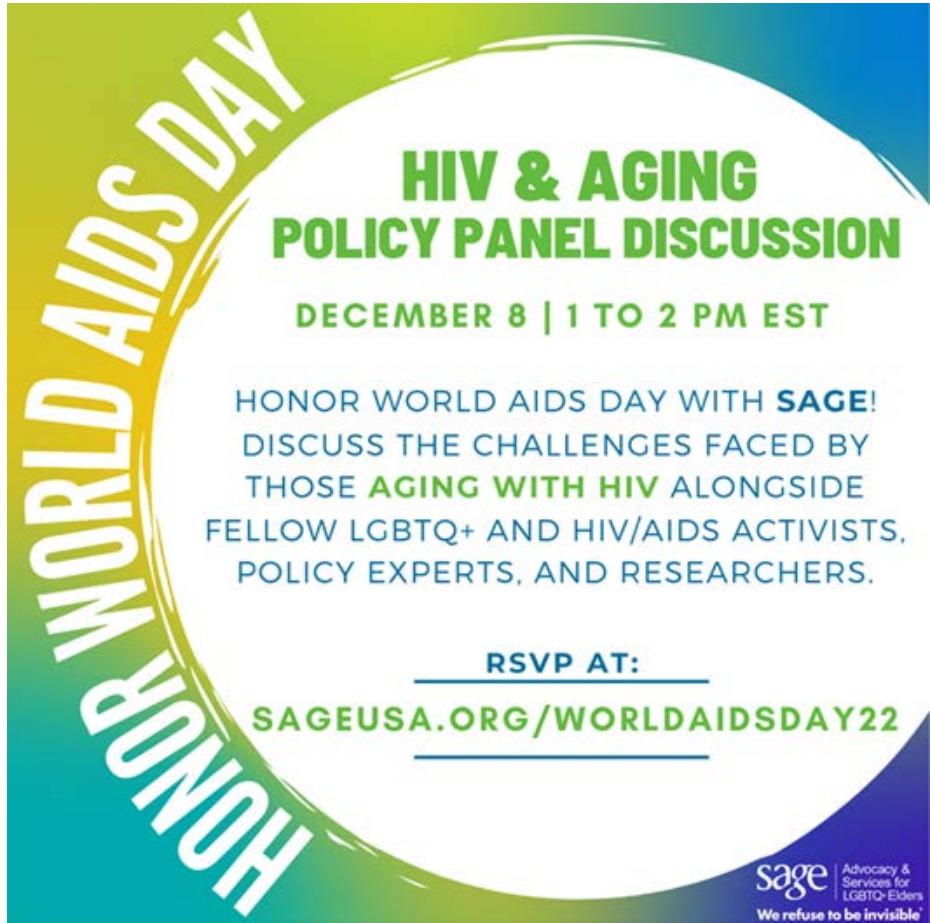
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## EVENTS

For more events, visit [lahhub.org/worldaidsday](http://lahhub.org/worldaidsday)



**December 8th, 2022 | 1-2pm EST**

Virtual event

For decades, World AIDS Day has been a chance for people worldwide to stand together in the fight against HIV and show support for people living with HIV. In recognition of World AIDS Day, SAGE will host an online HIV and aging policy discussion on Thursday, December 8th. During this virtual event, HIV/aging activists, policy experts, and researchers from across the nation will discuss the challenges older people living with HIV face and how we can all work together to better address them. All are welcome.

RSVP at: [SAGEUSA.ORG/WORLDAIDSDAY22](http://SAGEUSA.ORG/WORLDAIDSDAY22)



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## EVENTS

For more events, visit [lahhub.org/worldaidsday](http://lahhub.org/worldaidsday)

### Stigma Summit

**December 9th, 2022 | 8:30am-4:30pm**

Conference Centre, 11th Floor  
601 Poydras St, NOLA 70130

Healthcare providers and community members are invited to engage in dialogue around HIV stigma in the healthcare system, criminal justice system, and wider community. The Stigma Summit will include panel discussions, breakout sessions, and training workshops to empower participants to identify and address stigma.

Registration required.

RSVP:

<https://www.eventbrite.com/e/new-orleans-stigma-summit-tickets-460461220907>

### Bounce to Zero Ball

**December 10th, 2022 | 7pm-2am**

Carver Theater  
2101 Orleans Ave, NOLA 70116

In paying homage to a culture that celebrates the Arts, Fashion, and Performance Talents in every fashion, we welcome you to Bounce to Zero "Vogue Ball". As we launch our campaign, we celebrate the individuals in this new era of NOLA "Ballroom Culture". The event will feature an art contest and entertainment starting at 7pm and a vogue ball contest at 10pm.

RSVP:

<https://www.eventbrite.com/e/bounce-2-zero-campaign-launch-ball-tickets-461146972007>



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# EVENTS

## New Orleans Regional AIDS Planning Council Event Calendar

New Orleans Regional AIDS Planning Council (NORAPC)

Today December 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	Dec 1	2	3
	5pm Planning Council Meetin		10am HIV Awareness Event - 9:30am HIV Awareness Event 6:30pm Crescent City Leathe			
4	5	6	7	8	9	10
	3pm CCFBA 2nd annual Kour		10am Comprehensive Plannin		10pm Bounce to Zero Ball for	
11	12	13	14	15	16	17
1pm Nominating/Bylaws Cor 3pm Allocations Committee I	5pm Community Coalition Me			11:30am Executive Committe		
18	19	20	21	22	23	24
					Christmas Eve	
25	26	27	28	29	30	31
Christmas Day	Christmas Day (substitute)				New Year's Eve	
	5pm Planning Council Meetin					

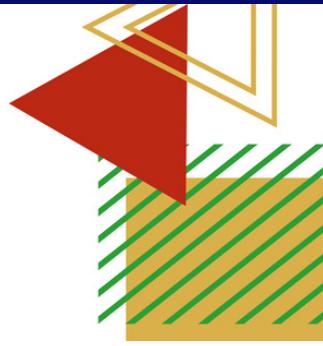
Events shown in time zone: Central Time - Chicago

View the full calendar to see a list of events in the New Orleans area: [NORAPC.org](http://NORAPC.org)



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# TALKING POINTS

## What is Get Loud Louisiana?

- Get Loud Louisiana is a community-centered initiative that aims to encourage everyone to know their HIV status, educate our community on both how to reduce the risk of HIV transmission and what it means to thrive with HIV, put an end to HIV-related stigma, and improve access to care and well-being for people living with HIV in our state.
- GLL is a call for everyone to start talking more about HIV, STIs, hepatitis C and sexual health. We want to break down the stigma and misconceptions that surround HIV, sexually transmitted infections and hepatitis C.
- Also, GLL is a call to lift up the voices of those who are living with HIV and those who are impacted — and make sure they are the ones leading the way forward.

## What is Ending the HIV Epidemic?

- Many community leaders across the United States are calling for an end to the HIV epidemic in their cities, their counties, and their states through the development of Ending the Epidemic (ETE or EHE) plans.
- Ending the HIV Epidemic is a national initiative developed by agencies across the U.S. Department of Health and Human Services (HHS) to pursue the goal of ending the HIV epidemic in the United States by 2030.
- In Louisiana, our goals are to:
  - Eliminate stigma
  - Ensure universal access to prevention tools
  - Ensure universal access to health and community resources
  - Improve social justice to eliminate health & social inequities
  - Achieve a more coordinated response to end the HIV epidemic



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# TALKING POINTS

## How can I get involved?

- Attend World AIDS Day events and participate in the anti-stigma social media campaign. Learn more at [GetLoudLouisiana.org](http://GetLoudLouisiana.org) and follow on social media.
- Start talking more about HIV, STIs, hepatitis C and sexual health with family, friends, significant others and healthcare providers. Speaking up begins to break down the stigma and misconceptions that surround HIV, sexually transmitted infections and hepatitis C.
- If you are sexually active, get screened regularly for STIs (including HIV and syphilis). Learn more at [LouisianaHealthHub.org](http://LouisianaHealthHub.org)
- **Share with your family and friends the message of U=U, Undetectable = Untransmittable.** People living with HIV who take their medication as prescribed and have an undetectable viral load have no risk of transmitting HIV to their sexual partners.

## What is World AIDS Day?

- World AIDS Day takes place on December 1st each year. It's an opportunity for people worldwide to unite in the fight against HIV, to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness.
- Each year, the Louisiana Department of Health STD/HIV/Hepatitis Program recognizes World AIDS Day through amplifying social marketing campaigns and community-led events.
- This year, we are raising our voices to *Get Loud* about ending the HIV epidemic and encouraging everyone to participate in the World AIDS Day events. [GetLoudLouisiana.org](http://GetLoudLouisiana.org)

## Websites to learn more:

- [getloudlouisiana.org](http://getloudlouisiana.org)
- [lahhub.org](http://lahhub.org)
- [preventionaccess.org](http://preventionaccess.org)
- [hiv.gov/federal-response/ending-the-hiv-epidemic/overview](http://hiv.gov/federal-response/ending-the-hiv-epidemic/overview)
- [worldaidsday.org](http://worldaidsday.org)



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